

Methodology and Demographic Profile for the 2013 Corporate Recruiters Survey

GMAC consulted with its associates at the European Foundation for Management Development (EFMD) and MBA Career Services Council (MBA CSC) and their member schools, plus several nonmember institutions representing a cross section of the graduate management industry worldwide to develop the framework for the 2013 Corporate Recruiters Survey. These organizations and 158 business schools worldwide recruited employers that work with participating business schools to take part in the research study. GMAC staff located in the GMAC regional office in India also directly recruited companies in India to participate in the survey. GMAC offered schools the choice of having GMAC administer the survey directly to employers, by providing GMAC with contact information for employers who work with their career services office to recruit their students, or inviting employers directly to participate in the survey.¹

Survey findings are based on analyses of responses received from employers who work with participating business schools, thus, all conclusions should be generalized only to this population of employers. The table below provides a demographic breakdown of 2013 survey respondents by world region (self-reported), industry group represented, company size, and respondent job responsibility. A total of 935 employers responded to the survey, located in 50 countries worldwide, including adequate sample sizes to report details for the Asia-Pacific region, Europe, and the United States.

This study does not represent a census of all employers of graduate business students worldwide, nor is it necessarily a representative sample of such employers. The reader should note that the terms ‘respondent,’ ‘employer,’ and ‘company’ are used interchangeably in this report and refer to survey respondents.

In addition to the *Corporate Recruiters Survey* summary reports, participating schools and employers receive the following exclusive reports:

- *Benchmark Report:* GMAC’s online benchmark report tool allows users to make comparisons of aggregate survey data from a list of schools represented by corporate recruiters that responded to the online survey questionnaire.
- *Statistical Data Briefs:* Ready-made data sheets offer descriptive statistics on a variety of indicators reported in the 2013 Corporate Recruiters Survey, by geographical regions.
- *Comprehensive Data Report:* This online interactive tool provides graphical and tabular results by industry group, company size, world region, and US region, in addition to the overall analysis.

¹ Throughout this project, GMAC took special care with employer contact information to ensure confidentiality. After completion of the project, all contact information from nonresponding employers was deleted from GMAC data storage systems. GMAC does not share individual-level respondent information with any other institutions, companies, or individuals.

Profile of 2013 Corporate Recruiters Survey Respondents by World Region, Industry, Company Size, and Recruiter Department	
N = 935	
World Region	Percentage of Respondents
United States	53%
Asia-Pacific (includes Central Asia)	13%
Europe	25%
Latin America	4%
Africa/Middle East	2%
Canada	3%
Industry	Percentage
Products/services	25%
Finance/accounting	22%
Consulting	17%
Technology	11%
Health care/pharmaceuticals	8%
Manufacturing	7%
Nonprofit/government	5%
Energy/utilities	5%
Not reported	<1%
Company Size	Percentage
25,000 or more employees	30%
10,000 to 24,999 employees	9%
1,000 to 9,999 employees	23%
100 to 999 employees	19%
Fewer than 100 employees	18%
Not reported	1%
Respondent Department	Percentage
Human resources	42%
Executive	11%
Marketing/sales	8%
Finance/accounting	10%
Consulting	7%
Other	12%
Not reported	10%

A list of business schools that participated in the survey is available at gmac.com/corporaterecruiters.